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Wayne County Figures

Ford car registrations led all other makes during March in Wayne County, Michigan, in which Detroit is located. Their total was 4,761, as compared with 959 for the next nearest; and equaled 60.6 per cent of all cars sold.

Ford commercial car registrations also led, totaling 411, 68.7 per cent of all sold.

Dagenham Plant to Be Largest in Europe

Construction Work Progressing on Ford Factory in England

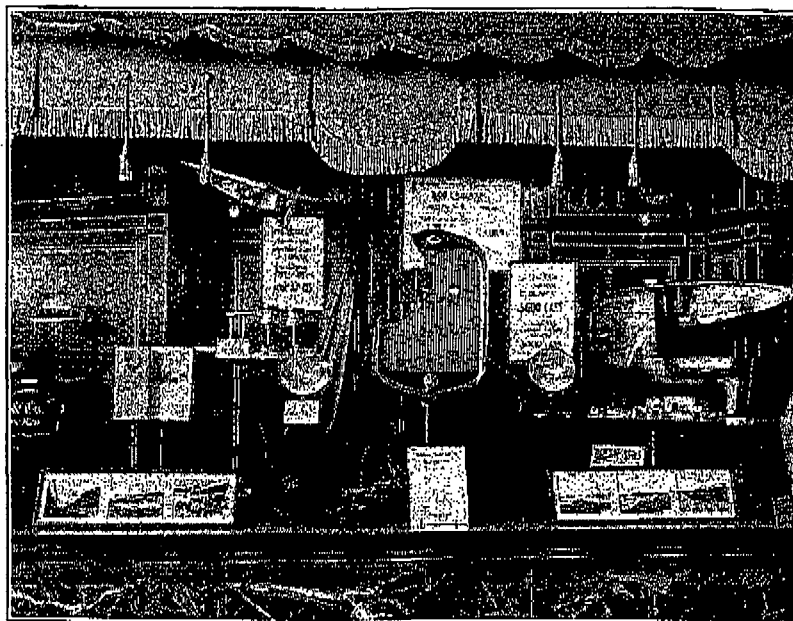
What is said to be the only blast furnace in the south of England on the River Thames will be one of the features of the Dagenham works of the Ford Motor Company, Limited. Its capacity will be 500 tons of foundry iron daily. Coke will be supplied from a battery of ovens capable of carbonizing 800 tons of coal per day.

The plant will have its own jetty along the river, the longest river-front jetty on that famous waterway. Three miles of roads and ten miles of railway sidings are included in the project. A total of 16,000 piles 14 inches square of reinforced concrete of an average length of forty-seven feet are required, of which more than half have already been driven.

The area of the factory will approximate one million square feet, and will include the foundry, measuring 1,260 by 300 feet, the manufacturing shop which will be 1,000 by 300 feet and the assembly shop, 1,000 by 300 feet. A production capacity of 200,000 units a year is planned, employing 20,000 men. It will be completed in two years.

More than 11,000 tons of steel work will go into the construction of the three main buildings, costing 500,000 pounds. The total represented by contracts already placed on construction work is around two million pounds. With its tremendous

Importance of Ford Industry Shown



This window display, made in Norfolk, Virginia, in connection with a campaign on 'Know Norfolk Industries,' attracted much attention from the public and emphasized the importance of the Ford payroll. It was the first display of the kind in the campaign and was placed in a prominent corner window in the largest gent's furnishing store in Norfolk.

production schedule, the plant will export many units to other European countries, and the position of Great Britain as a motor exporting country will be advanced. The plant when completed will be the largest automobile factory in Europe, it is said.

Bankers Visit Village

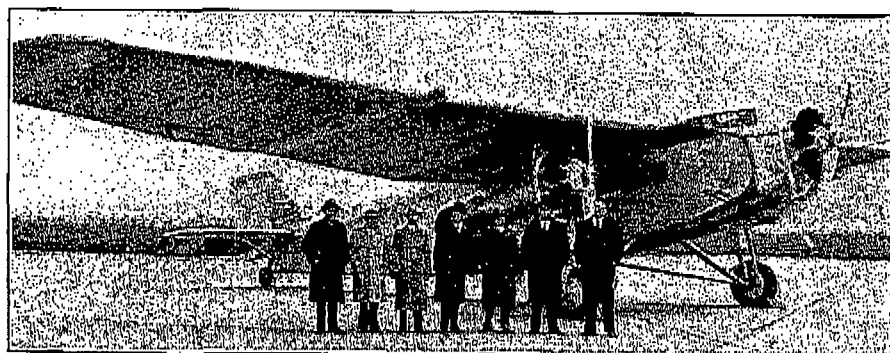
As a special courtesy to delegates attending the Mid-West Regional Savings Conference in Detroit late in March, approximately 200 bankers and their wives were given an opportunity to visit Greenfield, the early American village at Dearborn, although it is not as yet open to the public. In addition, the delegates visited the Ford Airport and the Rouge plant.

Members of Commercial Club Watch Assembly of Ford Cars

Through the enterprise of the Ford dealer in Renton, Washington, the Clarke Brothers Motor Company, members of the Commercial Club of that city were taken to Seattle as guests of the dealer and given an opportunity to see how Ford cars are assembled in the Ford Motor Company branch in that city.

About 100 visitors took part in the excursion and thoroughly enjoyed the trip. Gathering at a downtown hotel, they ate luncheon and listened to a brief interesting program presided over by one of the executives of Clarke Brothers. Wylie Hemphill, president of the Seattle Chamber of Commerce, was the principal speaker welcoming them to the city; welcome to the branch was voiced by its manager. Entertainment features included numbers by a well-known local radio artist.

Fly to Detroit to Get Lincoln Cars



Following the close of the Lincoln Salon in Des Moines, Iowa, at which thirty-two orders were taken in eight days, the party shown above flew to Dearborn in a Ford tri-motor plane and three of its members drove Lincolns home from the factory.

Test Diesel Motors

The first test flight of a multi-motor air transport, powered by oil-burning aircraft engines, was conducted at Ford Airport, Dearborn, early this month. The plane was a tri-motor Ford transport and its three engines were Packard Diesel radial air-cooled motors. It was piloted during its test flight by Leroy Manning, chief test pilot of the Ford Motor Company. He was accompanied by Captain L. M. Woolson, designer of the engine.

The new oil-burning engine hereafter will be optional equipment on the Ford 4-AT transports, regularly powered by Wright J-6 engines. The Diesel engine gives the plane a total of 660 horsepower while the Wright engines provide a total of 900 horsepower.